

# "IT'S WUNDERBAR WHAT PEOPLE DO TO SELL GOODS"

*Even if Handling a Line of Pigeon-Blood Rubies at \$300 a Carat, and Even Supposing a U-Boat Could Carry 750 Tons of 'Em, Zapp Wouldn't Take a Chance in Submarine Commercialism—Overhead Charges Nowadays Include Everything from a Busted Pinochle Hand to a Busted Zeppelin*

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He got dealt a four hundred and fifty spade hand twice.



Listen to their children and husbands crying for Rollmops.

"I MET Philip Zadkin in the subway this morning," Louis Birsky the real estate said. "He ain't going to Tannersville for his vacation this summer."

"Why not?" Barnett Zapp the waist manufacturer asked. "I thought the air was so good by Tannersville."

"So it is good, aber Max says he holds such rotten cards up there," Louis replied. "He says he is going up to Saratoga Springs again. He was in Saratoga back in 1902 and in the ten days he stayed there he got dealt a four hundred and fifty spade hand twice, and one of the times he picked up an extra pinochle and Schuppe ace in the widdler."

"Yes, and he could go there next year and never see a king and queen of trump together in one hand," Zapp said. "That's the way it is with health resorts."

"On the other hand, my wife's father swears by Long Branch," Birsky declared. "He says there's hardly been a season since 1898 when he ain't got at least two new accounts from the surf bathing, and he says the only time he regrets he couldn't swim was when old man Schoenblum of the Schoenblum Meyer Dry Goods Company, Pittsburgh, got out of his depth. Morris Posner held him up in the water for ten minutes, and afterwards he held him up in Pittsburgh for a five thousand dollar order."

"Some people has got all the luck," Zapp said. "I bet yer I could swim. Birsky, I bet yer I could lay around on the beach at Long Branch for five seasons before I get a chance to resuscitate somebody, and then it would be just my Mazel that when I sell the Rasher a few garments, y'understand, he busts up on me the day after I ship him the goods. To tell you the truth, Birsky, I don't believe in going to the country in the summer time. Supposing you do get a few orders, what is it? Business ain't everything, Birsky, and besides, Birsky, if you go European plan to Atlantic City oder one of them places and put on every night a tuxedo and go down and eat for four dollars a dinner in the European cafe of your hotel with the expectations that you would meet some of them retailers from the Middle West and their wives, Birsky, you're just as liable to

run across the credit man from the place where you buy most of your piece goods or the vice-president of the bank where you've got a loan, y'understand, and them two fellers couldn't wait to get back to New York before they write you to send 'em a new statement of your resources."

"Well, you couldn't blame them," Birsky said. "A credit man ain't a mind reader exactly, and he naturally suspects a customer in a tuxedo when he finds him buying dinner in a restaurant where on account of the high price fixtures and decorations the proprietor has figured out the overhead on a club sandwich to be \$1.35. It don't make no difference how good a business man's intentions may be, Zapp, when he eats in a high price restaurant or resuscitates a retailer from drowning people is going to judge him by appearances. All they see is a feller making a hog of himself in a restaurant or trying to save a human life, as the case may be, and they never give him a bit of credit for being a crackerjack. A number one salesman! Yes, Zapp, the heart of a salesman can beat just as strong underneath a stiff business shirt as it could under a one-piece bathing suit. There's no regulation costume for selling goods, Zapp, and if I would be a credit man and seen a customer stripped to his undershirt with a green shade over his eyes, rifting a blue deck, y'understand, I would first investigate whether the other feller was in the market for a line of his goods before I suspected him of putting a crimp in his business resources, y'understand."

"Well, it's something you could really call wunderbar what people would do to sell goods, Birsky," Zapp said. "Here the other day somebody in the dye and color trade travels for sixteen days in a U boat from Germany in the expectations of selling a few thousand dollars dyes. I wouldn't run a chance like that feller did, even if I was handling a line of pigeon blood rubies at \$300 a carat, supposing the U boat could carry 750 tons of 'em, because if that U boat would ever meet an English warship the dye salesman could kiss himself goodbye and his prospective commissions and prob-

ably get drowned into the bargain."

"And anyhow the feller shows poor judgment in going to Baltimore with a line of dyes, Zapp," Birsky said. "He would of stood a much better show of getting rid of them goods in New York."

"But the way I figure it, Birsky," Zapp said, "New York ain't in his territory. He is probably making Baltimore, Washington, Richmond and towns south to Atlanta, whereas the New York salesman for these here dye goods would probably arrive in a U boat later, and the feller that makes Chicago and towns in the middle West would come along by Zeppelin, somewhere around the first of Aug."

"I wouldn't be a bit surprised," Birsky said, "because this country and other countries suffering something terrible from the scarcity of German-made goods. You take this here shipment of German dyes, Zapp, and it will probably save the lives of a lot of ladies who haven't been eating or sleeping for the past two years on account they

ers and wives which has got to sit and listen to their children and husbands crying for Rollmops, phenacetin, Appetitsild, genuine Mainzer Handkass, men's plush hats, Wurzbürger and Pilsener, when they know that there ain't a one of them things within 3,000 miles of New York. But now these conditions is going to be changed. German-made phonographs, typewriters, motorcycles, sewing machines and piano players, which is pretty near as good as the original American models, will be sent here in submarines which is different in one respect from the phonographs, typewriters, motorcycles, sewing machines and piano players, because the submarine is better made than the original American submarine, y'understand, but otherwise every one of them articles resembles each other in that the ideas was all stolen by German manufacturers from American inventors, who ain't drawing a cent of royalty from Germany for their inventions."

"Well, you've got to give the Germans

are killing off just so many customers as competitors."

"I give you right, Birsky," Zapp said. "Take for instance when Germany widened her market for her goods by taking in Belgium and Serbia, y'understand, and there ain't many German lines of goods that could be affected either one way or the other by it, excepting maybe the funeral supply business. Yes, Birsky, it would be a long time before a German salesman of a line of German imitation American cash registers would be able to make his travelling expenses, even stopping at a dollar a day German imitation American plan house, in Serbia or Belgium, supposing Germany is able to control that much territory on or after September 1, 1916. Furthermore, Birsky, even if Germany does manage to hold on to Serbia or Belgium after the war is over, a German salesman making Louvain, Antwerp, Brussels and all them towns would need an escort of Secret Service men and iron clad policies of life, accident and general liability insurance before he tries to sell goods there."

"The German business men has got nerve enough for anything," Birsky retorted. "I bet yer right now the English steamship companies has received dozens of letters from German ocean steamer manufacturers saying that enclosed herewith is catalogue of assorted ocean steamers, and that duplicates of the Lusitania and Sussex are now ready for fall delivery at figures from twenty-five to thirty per cent lower than the prices formerly quoted by the Belfast and Glasgow manufacturers. Furthermore, Zapp, it don't make no difference what the military experts says about why the German army puts up such a terrible fight in the Champagne district, the real reason you would find out from letters which in all probability the manufacturer of Rhine wine is now sending out to their American customers saying that enclosed herewith is a catalogue of German imitation French champagne for delivery after the close of the war, under the label of all the well-known French manufacturers, and in other respects cannot be distinguished from the originals, and so on."

"Well, you've also got to give the Germans credit for having such Schreckel, Birsky," Zapp said. "If it was the American manufacturers that was trying to get the German customers of French champagne manufacturers to buy American champagne, y'understand, they'd be foolish enough to put it in bottles with labels that you couldn't tell from Worcester Sauce already."

"I don't dispute your word, Zapp," Birsky said, "aber so far, we didn't got to shoot nobody in order to make 'em buy our goods, Zapp, which you could take it from me, Zapp, if an old established concern like Germany found it necessary to put out a salesforce of 4,000,000 soldiers, mit a total expense account of \$2,000,000 a day, y'understand, the quality of the German goods must be poor, because you know as well as I do, Zapp, articles which is made up right will practically sell themselves; it is only the stickers you must got to push and push hard. Am I right or wrong, Zapp?"



Held him up in the water for ten minutes.

couldn't get the exact shade of navy blue crochet cotton for embroidering doilies with. Also, Zapp, this country's supply of German imitation patent American safety razors has been exhausted for more than eighteen months, and furthermore, think of all the poor moth-

credit," Zapp said, "they're great salesmen. In fact, I read it somewhere that they started this war to get a bigger market for their goods."

"It must cost a lot of money to kill off competition that way," Birsky commented, "and the chances is that they

"You are right, Birsky, except your remarks has got the tire-carrier where the headlights should ought to be," Zapp said. "In other words, Birsky, you've got the truck before the horse, because it ain't the quality of the goods which affects the salesmanship, y'understand, but it's the methods of salesmanship which affects the quality of the goods. For instance, if a manufacturer loses a hundred dollars at pinochle to a retailer in order to sell him two thousand dollars' worth of garments, y'understand, every one of them garments will assay ninety-five per cent labor and material, and five per cent pinochle. I myself seen ladies walking round the streets in dresses which an experienced garment manufacturer like me could tell at once was short a busted three hundred and fifty spade hand in the width of the skirt alone. Also, Birsky, I seen ladies wearing garments which would of had over twenty per cent more embroidery if it wouldn't been for the careless way the manufacturer played his hand trying to lose to the retailer on the day before the garments was sold to him. Yes, Birsky, the soup marks and the lobster a la Newburg marks and the champagne stains which is in some garments, while not visible to the bare eye, Birsky, will never come out of them garments, because they was put into them by a dinner that the manufacturer gave the retailer down at Atlantic City oder Long Beach two months before the garments was dreamed of. And it's the same way with Germany, Birsky. Anybody that takes a chance on buying a two dollar German plush hat after the war is over, could figure that he is paying for his hat as follows:

Plush	20
Findings	10
Busted Zeppelin	30
Verdun expenses	35
North Sea victory	25
Drive for Calais, 1914	20
Bitte ditto ditto, 1915	17
Bombarding Scarborough	10
Miscellaneous Belgian and Serbian massacres	30
Total	\$207

"Night if manufacturers would have there is a prejudice amongst consumers against paying for pinochle overheads and dinner overheads and even war overheads," Birsky said. "The manufacturer would have off-selling goods to the pinochle or war method way."

"Aber the trouble is, the consumer ain't got that prejudice, Birsky," Zapp said. "What does ninety per cent of the ladies that goes into a store and buys toys for their babies know about bookkeeping, Birsky? They never figure for a minute that a toy marked Made in Germany would cost fifty per cent more in 1916 than it did in 1914, because the manufacturer had to pay fifty per cent more taxes to the German government in 1916 to cover the cost of sinking the Lusitania and Sussex and other works of German military necessity. Nevertheless, Birsky, even if she don't know it, every lady that buys a German-made toy in 1916 will be paying her pro rata share of the expense Germany was put to in murdering babies during 1915."

"Then you don't think that Germany's methods of salesmanship will be successful?" Birsky said.

"I hope not," Zapp concluded fervently.